National Association for
College Admission Counseling
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Effects of the Economy on the Admission Process, 2008-09
National Association for College Admission Counseling
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The 2008-09 college admission cycle took place during a period of heightened economic uncertainty. When added to the annual uncertainty of the admission process—for both students seeking college admission offers and colleges seeking to predict their annual enrollment yield—the economic environment caused great concern among colleges and students about their prospects for Fall 2009. In an attempt to quantify a few basic admission trends for the current admission cycle, NACAC surveyed its high school and college members in May 2009 to find out how their counseling and admission departments, as well as the students they serve, have been affected by the current economic recession. NACAC conducted a follow-up survey in August/September 2009 to gather information about final outcomes for the Fall 2009 admission cycle for both students and colleges, and to ascertain how the economic crisis is continuing to affect both secondary and postsecondary schools. This fact sheet summarizes the results of the follow-up survey.

Secondary School Survey

A representative from each of NACAC's member secondary schools was asked to report on any staff or budget changes for the 2009-10 academic year, as well as changes in enrollment and student/counselor ratios. They also were asked to report on anticipated changes in college counseling services to reflect changes in the economy. In addition, counselors provided information about changes in students' experiences in the last stages of the admission process, including wait list movement, submission of multiple deposits, and deferred admission offers.

A total of 478 secondary schools completed the NACAC survey. Although private schools make up only 11 percent of all secondary schools in the US, they comprised 63 percent of NACAC respondents, making the sample highly over-representative of these schools. However, enough public school responses were received to make comparisons by control possible.

Counseling Department Budget and Staff Cuts (see Table 1)

- Public schools were more likely than private schools to have experienced both budget cuts (43 percent vs. 33 percent) and staff cuts (17 percent vs. 7 percent) to the counseling department for 2009-10. Public schools also had an average budget change that was substantially more negative than private schools (-31 percent vs. -17 percent).
- Although some schools experienced budget increases for 2009-10, the vast majority of counseling departments were operating under the same budget as 2008-09 (59 percent) or experienced decreases (36 percent).
- Over 80 percent of secondary schools had counseling department staff numbers frozen for the 2009-10 academic year, but did not decline. Ten percent reported decreases in staff. The average change in staff positions was equivalent to a half-time position.

Enrollment and Student/Counselor Ratio Changes (see Table 1)

- Public schools were almost twice as likely as private schools to report increases in enrollment for 2009-10 (47 percent vs. 26 percent). The net change in enrollment for public schools was 5 percent, compared to -3 percent for privates. Consequently, a much higher proportion of public schools (45 percent vs. 17 percent) reported increases in student/counselor ratios, and the average increase was more than 50 students per counselor, compared to 16 for private schools.

- Enrollment changes varied across secondary schools. About one-third of schools experienced enrollment increases, 27 percent experienced decreases, and 40 percent saw enrollment stay the same. Average increases and decreases were both 6 percent, resulting in a combined average near zero.
- About one-quarter (27 percent) of secondary schools are dealing with increased student/counselor ratios, with an average increase of 36 students per counselor.

Students' Experiences in the Admission Process as Reported by Counselors (see Table 2)

- Forty-five percent of secondary schools reported an increase in the number of students who were placed on a wait list for Fall 2009 admission, and almost 40 percent saw an increase in the number admitted off wait lists. Private schools were more likely than publics to report an increase in the number admitted off wait lists.
- Only 16 percent of secondary schools reported an increase in the number of students who submitted multiple deposits. Public schools were more likely to report an increase in this behavior, but most schools saw it stay the same.
- About one-third of secondary schools reported an increase in the number of students offered deferred admission to Spring 2010.

Other Effects on Secondary Schools and Student Services (see Table 3)

- Sixty-two percent of private schools experienced an increase in the number of students transferring out for financial reasons, and more than three-quarters (77 percent) increased the grant aid awarded to students.
- Many public schools experienced increased difficulties in assigning students to classes due to changes in the economy. Forty-four percent had these difficulties due to staff and supply shortages resulting from budget cuts, and 42 percent because of increased enrollments. Thirty-seven percent reported a reduction in class offerings at their schools. Teacher shortages were less commonly reported, with 11 percent citing a shortage of subject-matter teachers and only 3 percent reporting a shortage of ESL-qualified teachers.
- Forty-six percent of all secondary school respondents reported that they were planning changes in student programs and services related to college counseling to reflect changes in the economy. Of those reporting changes, 72 percent are planning more sessions on financial aid, about one-quarter (26 percent) are planning college visits from a more financially diverse set of colleges, and 15 percent are planning more college fairs or college night type programs.

College Survey

A representative from each of NACAC's member postsecondary institutions was asked to report on any staff or budget changes for the 2009-10 academic year. In addition, they were asked to provide information on changes in their final admission statistics for the Fall 2009 cycle, including summer melt, yield, wait list usage, enrollment, and financial aid. A total of 288 colleges responded to the NACAC survey. Sixty-nine percent of responses to the NACAC survey were from private postsecondary institutions, which is comparable to the proportion of all US institutions that are private (68 percent).

Admission Department Budget and Staff Cuts (see Table 4)

- Public colleges were more likely than private colleges to report both budget decreases (50 percent vs. 37 percent) and staff decreases (29 percent vs. 15 percent) in the admission department for 2009-10. Public colleges lost, on average, 1 staff position, while privates gained one half-time position.
- Some postsecondary institutions (17 percent) reported increases, averaging 7 percent, in the admission

department budget for 2009-10. However, most admission offices are operating with either stagnant (42 percent) or decreased (41 percent) budgets.

- Most colleges and universities (63 percent) reported the same number of staff for 2009-10 as 2008-09. Similar percentages reported either increases (18 percent) or decreases (19 percent), both averaging almost two staff persons.

Change in Admission Statistics for Fall 2009 (see Table 5)

- Almost 90 percent of colleges reported an increase in financial aid applications, and public colleges were more likely than privates to report increases (99 percent vs. 85 percent). A majority of colleges also reported increases in the number of students awarded aid and the total amount awarded for both grants and self-help aid (i.e. loans and work-study). Seventy-four percent of colleges reported an increase in the number of students offered institutional grant aid, 76 percent in the total institutional grant aid awarded, 68 percent in the number of students offered self-help aid, and 62 percent in the average loan amount.
- Almost half (48 percent) of colleges reported an increase in freshmen enrollment, and 54 percent reported an increase in transfer enrollment. Public colleges were somewhat more likely than privates to report an increase in freshmen enrollment (58 percent vs. 44 percent), and they were much more likely to report an increase in transfer enrollment (72 percent vs. 45 percent).
- Forty-four percent of colleges reported decreases in overall yield rates, 25 percent reported decreases in ED yield rates, and 29 percent reported decreases in EA yield rates. Private colleges were more likely than publics to report decreases in EA yield.
- Changes in summer melt rates varied. Twenty-eight percent of colleges reported increases in summer melt rates, and the same percentage reported decreases.

Strategies Used and/or Planned to Meet Enrollment Goals (see Table 6)

- The most commonly cited strategy that colleges reported was accepting a greater number of applicants (67 percent), followed closely by offering larger grant aid packages (53 percent) and offering grant aid to a greater number of students (52 percent).
- About one-quarter (26 percent) of colleges reported accepting a greater number of ED/EA applicants as a strategy. A little more than 20 percent of institutions reported trying or planning to try compiling a longer wait list, accepting more students from the wait list, and extending the usual deadline.
- Only 10 percent of colleges increased deferred admission offers as a strategy, and only 7 percent initiated or plan to initiate a wait list for the first time.
- Private colleges were more likely than publics to report as strategies both accepting a greater number of ED/EA applicants (31 percent vs. 16 percent) and offering larger grant aid packages (60 percent vs. 37 percent).
- Public colleges were more likely than privates to report using a wait list for the first time (17 percent vs. 3 percent).
- Larger colleges were somewhat more likely to adopt the strategies of initiating a wait list, increasing deferred admission, and smaller colleges were more likely to award more grant aid.

Table 1 . Percentage of Secondary Schools Indicating Changes in Enrollment, Budget, Staff, and Student/Counselor Ratios for 2009-10 as Compared to 2008-09, by Selected School Characteristics (continued)

	Budget Changes						**Staff Changes**					
	Percent Reporting Change			**Mean Percent Changes**			**Percent Reporting Change**			**Mean Changes– Number of Staff Persons**		
	Inc.	**Frozen**	**Dec.**	**Inc.**	**Dec.**	**Combined**	**Inc.**	**Frozen**	**Dec.**	**Inc.**	**Dec.**	**Combined**
Total	4.5%	59.2%	36.4%	*13.3%*	-23.3%	-21.3%	7.4%	82.2%	10.4%	0.7	-1.3	-0.5
Control												
Public	4.7	52.3	43.0	*7.5*	-34.4	-30.6	7.0	76.6	16.5	*0.8*	*-1.3*	-0.6
Private	4.3	62.8	32.9	*19.0*	-18.6	-17.0	7.7	85.4	6.9	*0.7*	-1.2	-0.4
Enrollment												
Fewer than 500	4.0	61.6	34.4	*30.0*	-19.1	-17.4	5.4	87.9	6.7	*0.8*	*-0.9*	*-0.2*
500 to 999	3.1	60.8	36.2	*8.0*	-25.2	-23.7	11.5	79.4	9.2	*0.7*	*-1.7*	*-0.5*
1,000 to 1,499	8.1	58.1	33.8	--	*-29.4*	*-29.4*	10.8	79.7	9.5	*0.8*	*-0.9*	*-0.2*
1,500 to 1,999	0.0	57.9	42.1	--	*-21.3*	*-21.3*	0.0	85.0	15.0	--	*-2.1*	*-2.1*
2,000 or more	9.7	48.4	41.9	*7.5*	*-31.0*	*-20.0*	2.8	69.4	27.8	--	*-0.9*	*-0.9*
% Eligible for FRPL												
0 to 25	4.1	61.1	34.8	*20.0*	-18.4	-16.6	8.5	82.3	9.2	*0.7*	-0.9	-0.2
26 to 50	2.8	61.1	36.1	*5.0*	*-72.5*	*-53.1*	*2.6*	*76.9*	*20.5*	*1.0*	*-3.5*	*-2.0*
51 to 75	*0.0*	*50.0*	*50.0*	--	*-80.0*	*-80.0*	*0.0*	*89.5*	*10.5*	--	*-1.0*	*-1.0*
76 to 100	*20.0*	*53.3*	*26.7*	--	*-20.0*	*-20.0*	*0.0*	*81.3*	*18.8*	--	*-1.5*	*-1.5*
Region												
Northeast	6.0	61.2	32.8	*30.0*	-16.8	-14.7	5.2	85.3	9.5	*0.7*	*-1.7*	*-0.8*
Midwest	2.6	54.5	42.9	*5.0*	*-21.7*	*-19.6*	5.1	88.6	6.3	*0.6*	*-2.3*	*-1.7*
South	5.6	62.7	31.7	*9.0*	-26.1	-22.9	7.6	81.9	10.4	*0.8*	*-0.9*	-0.2
West	2.2	53.9	43.8	--	*-31.2*	*-31.2*	12.1	72.5	15.4	*0.7*	*-0.9*	*-0.2*

NOTE: Figures in italics should be interpreted with caution due to low sample sizes.

Table 1 (continued). Percentage of Secondary Schools Indicating Changes in Enrollment, Budget, Staff, and Student/Counselor Ratios for 2009-10 as Compared to 2008-09, by Selected School Characteristics

	Enrollment Changes						**Student/Counselor Ratio Changes**					
	Percent Reporting Change			**Mean Percent Changes**			**Percent Reporting Change**			**Mean Changes– Students Per Counselor**		
	Inc.	**Same**	**Dec.**	**Inc.**	**Dec.**	**Combined**	**Inc.**	**Same**	**Dec.**	**Inc.**	**Dec.**	**Combined**
Total	33.5%	39.5%	27.0%	5.8%	-5.9%	-0.3%	26.7%	66.3%	7.0%	36.4	-17.7	26.0%
Control												
Public	47.1	42.7	10.2	6.4	*-2.5*	5.1	44.5	49.7	5.8	53.3	*-25.0*	44.3
Private	25.7	37.7	36.6	5.2	-6.2	-2.6	16.7	75.6	7.6	15.9	*-14.6*	7.7
Enrollment												
Fewer than 500	25.2	39.7	35.1	7.6	-7.2	-2.4	19.3	75.3	5.3	*25.3*	*-24.0*	18.7
500 to 999	24.8	41.9	33.3	*5.4*	-5.3	-2.0	19.4	69.0	11.6	*18.2*	*-12.3*	*2.9*
1,000 to 1,499	41.3	41.3	17.3	4.9	-3.2	2.5	29.3	65.3	5.3	*32.1*	--	*32.1*
1,500 to 1,999	48.8	39.0	12.2	*4.9*	*-2.5*	*3.8*	52.5	45.0	2.5	*73.7*	*-5.0*	*63.9*
2,000 or more	66.7	27.8	5.6	*6.0*	*-5.0*	*4.9*	52.9	41.2	5.9	*38.9*	*-50.0*	*30.0*
% Eligible for FRPL												
0 to 25	33.1	39.7	27.2	5.5	-6.1	-0.2	25.8	67.5	6.6	36.7	--	24.9
26 to 50	39.5	50.0	10.5	*6.6*	*-6.5*	*3.7*	43.6	51.3	5.1	*30.0*	--	*30.0*
51 to 75	*26.3*	*47.4*	*26.3*	*20.0*	*-2.5*	*8.8*	*38.9*	*61.1*	*0.0*	*83.5*	--	*83.5*
76 to 100	*62.5*	*25.0*	*12.5*	*9.0*	*-10.0*	*-3.7*	*60.0*	*33.3*	*6.7*	*53.0*	--	*53.0*
Region												
Northeast	27.2	47.4	25.4	*3.9*	-4.8	-1.0	28.4	64.7	6.9	*32.4*	*-14.0*	26.6
Midwest	40.5	36.7	22.8	7.7	*-6.2*	1.5	29.5	65.4	5.1	*49.1*	*-37.5*	*31.8*
South	31.5	35.6	32.9	6.6	-6.2	-1.0	21.5	72.9	5.6	*34.2*	*-7.0*	*27.3*
West	38.0	38.0	23.9	4.8	-6.5	-0.1	31.1	57.8	11.1	*34.1*	*-15.0*	*20.1*

-- Cell size equals zero.

NOTE: Figures in italics should be interpreted with caution due to low sample sizes.

Table 2. Percentage of Secondary Schools Reporting Changes in Students' Experiences During the Admission Process for 2008-09 as Compared to 2007-08, by Selected School Characteristics

	Number Waitlisted			Number Admitted Off Wait List			Number Submitting Multiple Deposits			Number Offered Spring Semester Deferred Admission		
	Inc.	Same	Dec.	Inc.	Same	Dec.	Inc.	Same	Dec.	Inc.	Same	Dec.
Total	44.9%	47.7%	7.4%	36.7%	56.1%	7.2%	15.6%	79.0%	5.4%	32.6%	64.0%	3.5%
Control												
Public	42.1	52.1	5.7	23.0	74.1	2.9	23.7	66.7	9.6	31.9	67.4	0.7
Private	46.4	45.3	8.3	43.9	46.6	9.5	11.4	85.5	3.1	33.0	62.1	4.9
Enrollment												
Fewer than 500	47.2	46.5	6.3	43.4	49.0	7.7	8.0	89.9	2.2	32.4	63.4	4.2
500 to 999	43.4	49.2	7.4	38.5	52.5	9.0	17.4	76.0	6.6	32.0	64.8	3.3
1,000 to 1,499	41.4	45.7	12.9	27.5	66.7	5.8	23.1	69.2	7.7	33.3	62.5	4.2
1,500 to 1,999	48.6	48.6	2.7	30.6	63.9	5.6	28.6	62.9	8.6	37.1	62.9	0.0
2,000 or more	43.8	50.0	6.3	29.0	67.7	3.2	13.8	79.3	6.9	28.1	68.8	3.1
% Eligible for FRPL												
0 to 25	47.1	44.9	8.0	40.2	51.7	8.0	18.1	76.8	5.1	35.7	60.1	4.2
26 to 50	41.2	52.9	5.9	22.9	74.3	2.9	20.6	67.6	11.8	18.2	81.8	0.0
51 to 75	*37.5*	*56.3*	*6.3*	*31.3*	*68.8*	*0.0*	*14.3*	*71.4*	*14.3*	*56.3*	*43.8*	*0.0*
76 to 100	*23.1*	*61.5*	*15.4*	*0.0*	*92.3*	*7.7*	*7.7*	*92.3*	*0.0*	*0.0*	*92.3*	*7.7*
Region												
Northeast	47.7	43.2	9.0	39.6	55.0	5.4	18.7	77.6	3.7	28.8	68.5	2.7
Midwest	41.7	51.4	6.9	31.0	59.2	9.9	18.6	74.3	7.1	22.9	74.3	2.9
South	42.1	52.1	5.7	33.6	58.6	7.9	12.0	82.7	5.3	35.2	59.9	4.9
West	50.0	41.3	8.8	44.3	49.4	6.3	15.4	78.2	6.4	42.5	55.0	2.5

NOTE: Figures in italics should be interpreted with caution due to low sample sizes.

Table 3. Percentage of Secondary Schools Planning Changes in Student Services to Reflect Changes in the Economy

	Percentage Planning Change in Student Services	Percentage Planning Following Changes		
		More Financial Aid Sessions	College Visits from More Financially Diverse Colleges	More Fairs or College Night Programs
Total	**45.6%**	**71.7%**	**26.3%**	**14.6%**
Control				
Public	47.8	68.4	26.3	22.4
Private	44.4	73.8	26.2	9.8
Enrollment				
Fewer than 500	37.3	76.8	35.7	14.3
500 to 999	48.1	73.0	22.2	11.1
1,000 to 1,499	55.4	75.6	22.0	9.8
1,500 to 1,999	46.3	47.4	*10.5*	*26.3*
2,000 or more	52.8	*68.4*	*36.8*	*26.3*
% Eligible for FRPL				
0 to 25	45.4	74.8	22.8	9.8
26 to 50	51.3	50.0	15.0	45.0
51 to 75	*57.9*	*72.7*	*54.5*	*18.2*
76 to 100	*50.0*	*100.0*	*62.5*	*25.0*
Region				
Northeast	41.9	75.5	30.6	10.2
Midwest	38.0	73.3	30.0	13.3
South	52.1	76.0	24.0	16.0
West	46.7	58.1	20.9	16.3

NOTE: Figures in italics should be interpreted with caution due to low sample sizes.

Table 4. Percentage of Postsecondary Institutions Reporting Budget and Staff Changes for 2009-10 as Compared to 2008-09, by Selected Institutional Characteristics

	Budget Changes						Staff Changes					
	Percent Reporting Change			Mean Percent Changes			Percent Reporting Change			Mean Changes– Number of Staff Persons		
	Inc.	Frozen	Dec.	Inc.	Dec.	Combined	Inc.	Frozen	Dec.	Inc.	Dec.	Combined
Total	**17.0%**	**42.0%**	**41.0%**	**7.1%**	**-7.9%**	**-4.3%**	**17.5%**	**63.2%**	**19.3%**	**1.7**	**-1.7**	**-0.1**
Control												
Public	10.0	40.0	50.0	*9.3*	-8.3	-6.7	13.5	57.3	29.2	*1.4*	-2.1	-1.1
Private	20.2	42.9	36.9	6.9	-7.7	-3.3	19.4	65.8	14.8	1.8	-1.2	0.5
Enrollment												
Fewer than 1,000	20.0	40.0	40.0	*5.7*	*-9.7*	*-4.1*	16.7	63.3	20.0	*1.0*	*-1.4*	*-0.3*
1,000 to 4,999	19.5	44.3	36.2	7.6	-7.2	-2.9	17.7	68.7	13.6	1.3	*-1.1*	0.3
5,000 to 9,999	8.7	50.0	41.3	*4.3*	*-9.0*	-6.5	15.2	71.1	13.0	*1.3*	*-1.8*	*0.0*
10,000 or more	16.1	30.6	53.2	*9.3*	-8.1	-6.1	18.0	44.3	37.7	*3.8*	-2.1	-0.6
Region												
Northeast	23.1	38.5	38.5	*6.8*	-8.1	-2.9	19.3	62.5	18.2	*1.2*	*-1.2*	0.5
Midwest	17.3	54.7	28.0	*5.0*	-8.0	-5.4	25.3	58.7	16.0	*1.5*	*-1.2*	0.3
South	6.6	39.5	53.9	*2.5*	-7.7	-6.8	11.8	72.4	15.8	*1.3*	*-2.2*	-0.6
West	21.7	32.6	45.7	*10.9*	-7.9	-1.9	10.9	56.5	32.6	*4.8*	*-2.1*	-0.4

NOTE: Figures in italics should be interpreted with caution due to low sample sizes.

Table 5. Percentage of Postsecondary Institutions Reporting Change in Admission/Enrollment Statistics for Fall 2009 Admission Cycle as Compared to Fall 2008, by Selected Institutional Characteristics (continued)

	Summer Melt			Late No Shows			Overall Yield			ED Yield		
	Inc.	Same	Dec.	Inc.	Same	Dec.	Inc.	Same	Dec.	Inc.	Same	Dec.
Total	**28.3%**	**43.4%**	**28.3%**	**20.7%**	**56.0%**	**23.3%**	**33.5%**	**22.9%**	**43.7%**	**18.5%**	**56.9%**	**24.6%**
Control												
Public	25.9	35.8	38.3	16.9	58.4	24.7	39.8	20.5	39.8	28.6	71.4	0.0
Private	29.3	46.6	24.1	22.2	55.0	22.8	30.6	24.0	45.4	17.2	55.2	27.6
Enrollment												
Fewer than 1,000	26.7	36.7	36.7	21.4	42.9	35.7	43.3	26.7	30.0	33.3	55.6	11.1
1,000 to 4,999	31.2	44.0	24.8	23.1	51.7	25.2	30.4	23.0	46.6	14.6	56.1	29.3
5,000 to 9,999	25.6	48.8	25.6	14.6	65.9	19.5	37.0	17.4	45.7	22.2	44.4	33.3
10,000 or more	24.6	42.1	33.3	18.9	67.9	13.2	33.9	25.4	40.7	16.7	83.3	0.0
Region												
Northeast	23.6	47.2	29.2	19.8	54.7	25.6	37.4	25.3	37.4	18.2	54.5	27.3
Midwest	29.4	47.1	23.5	16.2	61.8	22.1	31.1	20.3	48.6	33.3	50.0	16.7
South	30.6	37.5	31.9	26.8	52.1	21.1	28.9	23.7	47.4	11.8	58.8	29.4
West	32.6	39.5	27.9	19.5	56.1	24.4	37.2	20.9	41.9	22.2	66.7	11.1

NOTE: Figures in italics should be interpreted with caution due to low sample sizes.

Table 5 (continued). Percentage of Postsecondary Institutions Reporting Change in Admission/Enrollment Statistics for Fall 2009 Admission Cycle as Compared to Fall 2008, by Selected Institutional Characteristics (continued)

	EA Yield			Percent Admitted Off Wait List			Freshmen Enrollment		
	Inc.	**Same**	**Dec.**	**Inc.**	**Same**	**Dec.**	**Inc.**	**Same**	**Dec.**
Total	**27.1%**	**44.3%**	**28.6%**	**42.9%**	**33.6%**	**23.5%**	**48.3%**	**16.7%**	**35.1%**
Control									
Public	43.8	43.8	12.5	44.8	34.5	20.7	57.8	7.8	34.4
Private	22.2	44.4	33.3	42.2	33.3	24.4	43.9	20.7	35.4
Enrollment									
Fewer than 1,000	33.3	50.0	16.7	30.0	50.0	20.0	60.0	6.7	33.3
1,000 to 4,999	22.0	46.3	31.7	45.0	30.0	25.0	40.3	23.5	36.2
5,000 to 9,999	36.4	45.5	18.2	36.4	36.4	27.3	63.0	8.7	28.3
10,000 or more	33.3	33.3	33.3	48.1	33.3	18.5	51.6	11.3	37.1
Region									
Northeast	30.4	34.8	34.8	43.1	29.4	27.5	45.1	19.8	35.2
Midwest	30.0	50.0	20.0	53.3	40.0	6.7	44.0	14.7	41.3
South	22.7	50.0	27.3	40.0	37.1	22.9	55.3	15.8	28.9
West	26.7	46.7	26.7	38.9	33.3	27.8	50.0	15.2	34.8

NOTE: Figures in italics should be interpreted with caution due to low sample sizes.

Table 5 (continued). Percentage of Postsecondary Institutions Reporting Change in Admission/Enrollment Statistics for Fall 2009 Admission Cycle as Compared to Fall 2008, by Selected Institutional Characteristics (continued)

	Transfer Enrollment			Total Enrollment			Financial Aid Applications			Number Offered Institutional Grant Aid		
	Inc.	**Same**	**Dec.**	**Inc.**	**Same**	**Dec.**	**Inc.**	**Same**	**Dec.**	**Inc.**	**Same**	**Dec.**
Total	**53.7%**	**25.3%**	**21.1%**	**58.2%**	**20.9%**	**20.9%**	**89.2%**	**9.2%**	**1.4%**	**74.1%**	**21.5%**	**4.4%**
Control												
Public	71.9	14.6	13.5	71.1	14.4	14.4	98.9	1.1	0.0	77.6	18.4	3.9
Private	45.4	30.1	24.5	52.3	23.9	23.9	85.1	12.9	2.1	72.7	22.7	4.6
Enrollment												
Fewer than 1,000	46.4	21.4	46.4	53.3	16.7	30.0	85.7	14.3	0.0	79.3	20.7	0.0
1,000 to 4,999	50.7	27.7	50.7	53.4	23.6	23.0	85.0	12.2	2.7	69.7	26.1	4.2
5,000 to 9,999	56.5	28.3	56.5	60.9	19.6	19.6	93.3	6.7	0.0	80.0	15.0	5.0
10,000 or more	61.3	19.4	19.4	69.4	17.7	12.9	98.4	1.6	0.0	77.6	15.5	6.9
Region												
Northeast	45.6	24.4	30.0	46.7	24.4	28.9	87.6	11.2	1.1	72.6	20.2	7.1
Midwest	55.4	27.0	17.6	60.0	20.0	20.0	89.2	9.5	1.4	74.3	22.9	2.9
South	63.2	22.4	14.5	71.1	15.8	13.2	92.0	5.3	2.7	73.0	23.0	4.1
West	51.1	28.9	20.0	56.5	23.9	19.6	88.6	11.4	0.0	78.6	19.0	2.4

Table 5 (continued). Percentage of Postsecondary Institutions Reporting Change in Admission/Enrollment Statistics for Fall 2009 Admission Cycle as Compared to Fall 2008, by Selected Institutional Characteristics

	Total Institutional Grant Aid Awarded			Number Offered Self-Help Aid			Average Loan Amount		
	Inc.	Same	Dec.	Inc.	Same	Dec.	Inc.	Same	Dec.
Total	**76.0%**	**18.5%**	**5.5%**	**67.9%**	**30.7%**	**1.5%**	**61.5%**	**36.3%**	**2.2**
Control									
Public	70.5	21.8	7.7	75.6	22.0	2.4	66.3	32.5	1.2
Private	78.2	17.1	4.7	64.6	34.4	1.0	59.4	38.0	2.7
Enrollment									
Fewer than 1,000	78.6	17.9	3.6	66.7	33.3	0.0	55.6	44.4	0.0
1,000 to 4,999	72.7	22.4	4.9	61.6	37.0	1.4	63.8	33.3	2.8
5,000 to 9,999	82.9	12.2	4.9	75.0	22.7	2.3	56.8	38.6	4.5
10,000 or more	77.6	13.8	8.6	78.6	19.6	1.8	63.2	36.8	0.0
Region									
Northeast	73.6	23.0	3.4	55.7	42.0	2.3	55.2	41.4	3.4
Midwest	81.4	12.9	5.7	73.2	26.8	0.0	66.2	32.4	1.4
South	72.6	19.2	8.2	74.0	24.7	1.4	63.0	34.2	2.7
West	78.0	17.1	4.9	73.8	23.8	2.4	64.1	35.9	0.0

Table 6. Enrollment Strategies Used by Postsecondary Institutions in 2009 or Planned for 2010, by Selected Institutional Characteristics

	Greater Number of Applicants Accepted	Greater Number of ED/EA Applicants Accepted	Initiated a Wait List for First Time	Compiled a Longer Wait List	Accepted More Students From Wait List	Extended Usual Deadline	Increased Deferred Admission Offers	Larger Grant Aid Packages	Offered More Students Grant Aid
Total	**66.7%**	**26.0%**	**7.3%**	**22.2%**	**20.5%**	**21.5%**	**10.1%**	**52.8%**	**52.1%**
Control									
Public	62.2	15.6	16.7	20.0	15.6	27.8	15.6	36.7	50.0
Private	68.7	30.8	3.0	23.2	22.7	18.7	7.6	60.1	53.0
Enrollment									
Fewer than 1,000	60.0	16.7	6.7	16.7	20.0	20.0	3.3	60.0	60.0
1,000 to 4,999	65.8	32.2	4.7	19.5	19.5	18.8	8.1	57.0	49.0
5,000 to 9,999	71.7	26.1	6.5	28.3	23.9	23.9	15.2	58.7	60.9
10,000 or more	67.7	16.1	14.5	27.4	21.0	27.4	14.5	35.5	50.0
Region									
Northeast	69.2	38.5	9.9	37.4	29.7	19.8	12.1	57.1	49.5
Midwest	66.7	12.0	5.3	9.3	10.7	25.3	8.0	58.7	60.0
South	68.4	28.9	7.9	18.4	22.4	23.7	10.5	46.1	48.7
West	58.7	19.6	4.3	19.6	15.2	15.2	8.7	45.7	50.0